

Amendments to the Claims:

Claims 1-3 (cancelled)

- 5 4. (new) A method of providing an itinerary to a party,
 said itinerary comprising a second set of attractions
 selected from a first set of attractions, said method
 comprising the steps of:
- 10 a) providing data regarding said first set of
 attractions;
- b) gathering information about said party, at least a
 portion of said information distinguishing among
 said first set of attractions with respect to
 said data;
- 15 c) providing a computer having access to said data and
 said information, said computer having software
 operable to select said second set of attractions
 from said first set of attractions;
- 20 d) selecting said second set of attractions with said
 software such that said second set of attractions
 comprises at least one of said first set of
 attractions for which said data substantially
 matches with said information;
- 25 e) providing a presentation means able to receive said
 itinerary from said computer; and,
- f) presenting said itinerary to said party using said
 presentation means;
- whereby said itinerary is customized for said party.
- 30 5. (new) The method of Claim 4 wherein said
 information comprises a preference of said party;

5 wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said preference, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

10 6. (new) The method of Claim 5 wherein said preference is selected from the group consisting of aversion to thrill, interest in for thrill, aversion to getting wet, aversion to violence, aversion to loud noises, aversion to long queues, aversion to a predetermined theme, interest in a
15 predetermined theme, aversion to a predetermined cuisine, interest in a predetermined cuisine, aversion to a predetermined attraction factor, interest in a predetermined attraction factor, preferred
20 meal time, preferred meal duration, and a departure time.

25 7. (new) The method of Claim 4 wherein said information comprises an attribute of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said attribute, and wherein in
30 step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

5 8. (new) The method of Claim 7 wherein said
 attribute is selected from the group
 consisting of number of infants, number of
 young children, number of elderly, number of
 disabled, number of wheelchairs, minimum
 height, and party size.

10 9. (new) The method of Claim 4 wherein said
 information comprises an aversion attribute of
 said party, wherein said data distinguishes a
 portion of said first set of attractions as being
 less desirable with respect to said aversion
 attribute, and wherein in step d) said portion
15 said first set of attractions is excluded from
 selection for said second set of attractions.

 10. (new) The method of Claim 9 wherein said
 aversion attribute of said party is selected
 from the group consisting of has infants,
20 age, has small children, has wheelchair.

 11. (new) The method of Claim 4 wherein said
 information comprises an aversion attribute of
 said party and a corresponding nullifying
25 preference of said party, wherein said data
 distinguishes a portion of said first set of
 attractions as being less desirable with respect
 to said aversion attribute unless said
 corresponding nullifying preference is present,
30 and wherein in step d) at least one attraction
 from said portion of said first set of

attractions is selected for said second set of attractions.

5 12. (new) The method of Claim 11 wherein said
 aversion attribute and said corresponding
 nullifying preference are selected
 respectively as a pair from the group
 consisting of has infants and will baby
 swap, has small children and will baby swap,
10 and has wheelchair and can transfer from
 wheelchair.

 13. (new) The method of Claim 4 wherein said
 information comprises a privilege of said party,
15 wherein said data distinguishes a portion of said
 first set of attractions as being more desirable
 with respect to said privilege, and wherein in
 step d) at least one attraction from said portion
 of said first set of attractions is selected for
20 said second set of attractions.

 14. (new) The method of Claim 13 wherein said
 privilege is selected from the group
 consisting of premium admission, VIP status,
25 auxiliary admission, graded admission, and
 express queue admission.

 15. (new) The method of Claim 13 wherein step d)
 further comprises expending said privilege.

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 16. (new) The method of Claim 13 wherein step b)

further comprises providing a secure collection means to gather said privilege of said party.

5 17. (new) The method of Claim 16 wherein said secure collection means is operated by an authorized person.

10 18. (new) The method of Claim 16 further comprising the steps of:

g) providing a purchasing means in communication with said secure collection means;

15 h) purchasing said privilege for said party using said purchasing means; and,

i) communicating said privilege to said secure collection means;

20 whereby said privilege is added to said information.

19. (new) The method of Claim 18 wherein step h) is performed by a purchaser.

25 20. (new) The method of Claim 18 wherein said purchasing means comprises a browser and a web site, said browser having
30 communication with said web site.

21. (new) The method of Claim 13 wherein step f) further comprises presenting an indicium representative of said privilege.

5 22. (new) The method of Claim 21 wherein
 said indicium is a barcode.

23. (new) The method of Claim 4 wherein said
information comprises a language of preference,
10 and wherein step f) is performed in said language
of preference.

24. (new) The method of Claim 23 wherein step b)
is performed substantially in said language
of preference.

25. (new) The method of Claim 4 wherein said data further comprises a scheduled time corresponding to a first attraction of said second set of attractions, wherein in step d) said software adds said scheduled time in association with said first attraction to said itinerary, and wherein step f) further includes presenting said scheduled time in association with said first attraction.

26. (new) The method of Claim 25 wherein said data further comprises operating hours for said first attraction, and said scheduled time falls within said operating hours.

5 27. (new) The method of Claim 25 wherein said
 scheduled time is representative of a member
 of the group consisting of recommended time,
 show time, departure time, and reservation
 time.

10 28. (new) The method of Claim 4 in which said party
 and a second party are a group,
 said second party having a second itinerary
 comprising a first attraction of said first
 set of attractions, said first attraction
 further in association with a second
 scheduled time,
15 said information further representing a desire to
 regroup said group,
 wherein in step d) said software selects said
 first attraction and a scheduled time, said
 scheduled time being substantially equal to
 said second scheduled time, in response to
20 said desire in said information,
 whereby said desire to regroup is accommodated.

25 29. (new) The method of Claim 4 wherein in step d)
 said software further adds to said itinerary an
 earlier scheduled time corresponding to a first
 attraction of said second set of attractions, and
 adds a later scheduled time corresponding to a
 second attraction of said second set of
 attractions, said earlier scheduled time and said
30 later scheduled time being selected so that said
 later scheduled time is at least equal to said

earlier scheduled time plus a time required
between attractions.

5 30. (new) The method of Claim 29 wherein said
 time required between attractions is the sum
 of at least one of the group consisting of
 queue time for said first attraction, length
 of said first attraction, start time delay
 for said first attraction, and travel time
10 from said first attraction to said second
 attraction.

 31. (new) The method of Claim 30 wherein
 said time required between attractions
15 varies according to at least one
 parameter selected from the group
 consisting of time-of-day, day, season,
 actual queue length, attendance,
 historical operational data, and said
20 information.

 32. (new) The method of Claim 30 wherein
 said queue time varies according to
 said earlier time.

25 33. (new) The method of Claim 30 wherein
 said travel time varies according to
 said later time.

30 34. (new) The method of Claim 30 wherein
 said information comprises an attribute

of said party, and wherein said travel time varies according to said attribute.

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35. (new) The method of Claim 34 wherein said attribute is selected from the group consisting of number of infants, number of young children, number of elderly, number of disabled, number of wheelchairs, has access to transportation, has electric cart, is walking, is slow moving, and party size.

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36. (new) The method of Claim 30 wherein said information comprises an attribute of said party, and wherein said queue time varies according to said attribute.

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37. (new) The method of Claim 36 wherein said attribute is selected from the group consisting of has authentication code, has pass, has reservation, and class of party.

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38. (new) The method of Claim 30 wherein said information comprises a privilege of said party, and wherein said queue time varies according to said

privilege.

5 39. (new) The method of Claim 38
 wherein said privilege is selected
 from the group consisting of an
 authentication code, a pass, and a
 reservation.

10 40. (new) The method of Claim 38
 wherein step d) further comprises
 expending said privilege of said
 party when said first attraction
 is selected.

15 41. (new) The method of Claim 29 wherein said
 time required between attractions varies
 according to at least one parameter selected
 from the group consisting of time-of-day,
 day, season, actual queue length,
20 attendance, historical operational data, and
 said information.

 42. (new) The method of Claim 4 in which said party
 and a second party are a group,
25 said second party having a second itinerary
 comprising a first attraction of said set of
 first attractions in association with a
 second scheduled time,
 said information further representing a desire to
30 regroup said group,
 wherein in step d) said software selects said

first attraction and a scheduled time, said
scheduled time being substantially equal
said second scheduled time, in response to
said desire in said information,
5 whereby said desire to regroup is accommodated.

43. (new) The method of Claim 4 wherein said
information comprises a third set of attractions
previously selected for said party,
10 wherein in step d) said software substantially
excludes said third set from said second set
of attractions,
whereby said second set of attractions is
substantially different from said third set.

15 44. (new) The method of Claim 43, wherein said
second set of attractions and said third set
are selected for different days.

20 45. (new) The method of Claim 4, wherein said
information comprises a third set of attractions
previously selected for said party, said third
set consisting of an already visited portion and
a remaining portion,
25 wherein said party forgoes said remaining portion
due to an interruption,
wherein in step d) said software selects said
second set of attractions as a replacement
for said remaining portion, and wherein said
30 second set of attractions substantially
excludes said already visited portion,

whereby said interruption is overcome.

5 46. (new) The method of Claim 45, wherein said
 interruption is selected from the group
 consisting of said party is delayed, said
 party is distracted, and an unavailable
 attraction of said remaining portion is
 inoperable.

10 47. (new) The method of Claim 4, wherein said first
 set of attractions comprises a plurality of
 attractions selected from the group consisting of
 ride, show, movie, theater, restaurant, exhibit,
 display, presentation, store, tour, parade,
15 museum, room, area, fountain, restroom, hiking
 trail, picnic site, autograph session, historic
 recreation, beach, viewpoint, photo opportunity,
 lookout, fireworks display, attraction within a
 district, attraction within a city, attraction
20 within a region, attraction within a state, and
 attraction within a country.

 48. (new) The method of Claim 4 further comprising the
 steps of:
25 j) providing an access control system to a first
 attraction of said second set of
 attractions; and,
 k) admitting said party to said first attraction
 with said access control system, said access
30 control system operating in response to at
 least a portion of said itinerary

corresponding to said first attraction.

5 49. (new) The method of Claim 48, wherein in step
 k) said access control system reads said
 portion of said itinerary as presented to
 said party in step f).

10 50. (new) The method of Claim 49 wherein
 said itinerary presented to said party
 in step f) further comprises a barcode
 associated with said first attraction,
 and wherein in step k) said access
 control system reads said barcode.

15 51. (new) The method of Claim 48, wherein in step
 k) said access control system reads at least
 said portion of said itinerary from said
 computer.

20 52. (new) The method of Claim 48 further
 comprising the steps of:
 l) establishing for said party an
 identification associated with at least
 said portion of said itinerary, said
25 identification readable by said access
 control system, wherein at least said
 portion of said itinerary is
 retrievable with said identification;
 and,
30 m) presenting said identification to said
 access control system for reading;

whereby said access to at least said portion
of said itinerary is obtained and said
party is admitted to said first
attraction.

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53. (new) The method of Claim 52, wherein
said identification comprises an
identification means selected from the
group consisting of a card, an ID, a
pass, admission media, access media, an
authentication code, a signature,
speech recognition, contact
information, a phone number, a
transaction number, a credit card
number, and a barcode.

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54. (new) The method of Claim 4 wherein said computer
comprises at least a first member selected from
the group consisting of a portable computer, a
handheld computer, a kiosk computer, a general
purpose computer, and a desktop computer.

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55. (new) The method of Claim 54 wherein said
computer further comprises at least a second
member, said second member having
communication with said first member, said
second member being selected from the group
consisting of a remote access system, a web
server, a network of computers, and a
central computer.

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56. (new) The method of Claim 55, wherein
said communication between said first
member and said second member is at
least partially wireless.

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57. (new) The method of Claim 55, wherein
said communication between said first
member and said second member is at
least partially via the Internet.

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58. (new) The method of Claim 4 wherein said
presentation means comprises a printer and in
step f) at least a portion of said itinerary is
presented in a printed form.

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59. (new) The method of Claim 58 wherein said
printed form is selected from the group
comprising a single person pass, a pass for
said party, a printed itinerary, a
customized ticket book, and a self-guided
tour.

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60. (new) The method of Claim 4 wherein said
presentation means comprises a display selected
from the group consisting of a screen, a
touchscreen, and a scrolling display.

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61. (new) The method of Claim 4 wherein in step f) at
least a portion of said itinerary is announced
audibly by said presentation means.

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62. (new) The method of Claim 4 wherein in step f) only a next attraction of said itinerary is provided at a time.

5 63. (new) The method of Claim 4 wherein step f) only a next portion of said itinerary is provided at a time.

10 64. (new) The method of Claim 4 further comprising the step of:

 n) providing a reservation computer in communication with said computer, said reservation computer providing an indication whether said a first attraction is available;

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 wherein in step d) said software excludes said first attraction from said second set of attractions when said reservation computer indicates said first attraction is unavailable.

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 65. (new) The method of Claim 64 wherein said software provides a time to said reservation computer, wherein said reservation computer indicates whether said first attraction is available at substantially said time.

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30 66. (new) The method of Claim 4 wherein said data indicates an underutilized attraction of said first set of attractions, and wherein said software is more likely to select said

underutilized attraction in step d), whereby demand for said underutilized attraction is increased.

5 67. (new) The method of Claim 4 wherein said data indicates a first attraction of said first set of attractions, said first attraction having excessive demand, and wherein said software is less likely to select said first attraction in
10 step d), whereby demand for said first attraction is moderated.

 68. (new) The method of Claim 67 further comprising the step of:
15 o) calculating an aversion factor, said aversion factor at least partially determined by a portion of said data corresponding to said first attraction, said aversion factor distinguishing
20 said first attraction as being less desirable than at least a portion of said first set of attractions;
 wherein in step d) said first attraction is excluded from selection for said second
25 set of attractions.

 69. (new) The method of Claim 68 wherein said aversion factor is time interval dependent.

30 70. (new) The method of Claim 68 wherein

said excessive demand is expected.

71. (new) The method of Claim 68 where said excessive demand is centrally managed.

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72. (new) The method of Claim 4 further comprising the steps of:

p) providing a storage accessible to said computer; and,

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q) recording at least a portion of said itinerary corresponding to a first attraction of said first set of attractions in said storage; whereby a directed demand to at least said first attraction is centrally stored.

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73. (new) The method of Claim 72 further comprising the step of:

r) determining said directed demand corresponding to said first attraction from said storage; and,

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wherein said data comprises an allocated capacity corresponding to said first attraction,

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wherein in step d) said first attraction is excluded from selection for said second set of attractions when said directed demand is at least equal to said allocated capacity,

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whereby said directed demand is centrally managed.

74. (new) The method of Claim 73 further comprising the steps of:

s) providing a reservation computer having access to said storage; and,

t) accepting a reservation for said first attraction with said reservation computer, said reservation computer recording said reservation in said storage;

whereby said reservation made by a parallel system effectively reduces said allocated capacity.

75. (new) The method of Claim 4 further comprising the steps of:

u) providing a reservation computer in communication with said software; and,

v) making a reservation with said reservation computer for said party for a first attraction of said second set of attractions;

whereby said reservation for said party is accessible to users of said reservation computer.

76. (new) The method of Claim 4 wherein in step d) said software applies a perturbation to a desirability of a first attraction of said first set of attractions, said perturbation producing a different result for said second set,

5 whereby directed demand to said first attraction
 is redistributed to mitigate at least one
 selected from the group consisting of
 underutilization of said first attraction,
 excessive demand for said first attraction,
 and modes in which other parties gather.

10 77. (new) The method of Claim 4, wherein said data
 further comprises a third set of messages, each
 of said third set selected from the group
 consisting of a marketing message, a discount
 offer, and a recommendation, each of said third
15 set having corresponding conditions, each of said
 third set being associated with a corresponding
 first attraction of said first set of
 attractions,
 said software being further able to determine
 whether said conditions are met,
 said itinerary further comprising a fourth set of
20 messages,
 said method further comprising the step of:
 w) selecting said fourth set of messages with
 said software such that said fourth set
 consists of at least one of said third set
25 of messages for which the corresponding
 conditions are met;
 wherein in step f) each of said fourth set of
 messages is provided to said party in
 conjunction with said itinerary;
30 whereby each of said fourth set of messages
 message is available at an appropriate time.

5 78. (new) The method of Claim 77 wherein said
 data further comprises a duration
 corresponding to a first message of said
 third set of messages,
 wherein in step d) said software further
 selects a scheduled time for a second
 attraction of said second set of
 attractions, said second attraction
10 corresponding to said first message,
 and
 wherein in step w) said software calculates
 a gap before said scheduled time, and
 said first message is selected for said
15 fourth set of messages only if said gap
 is at least equal to said duration.

20 79. (new) The method of Claim 4, wherein said software
 comprises a decision making routine responsive to
 at least a portion of said data corresponding to
 a first attraction of said first set of
 attractions and at least a portion of said
 information, said decision making routine
 performing at least a portion of step d) with
25 respect to said first attraction.

30 80. (new) The method of Claim 4, wherein said software
 comprises a utility function, said utility
 function representing a value to said party of a
 first attraction, said utility function accepting
 parameters, said parameters comprising a portion

of said data corresponding to said first attraction, and said parameters further comprising said information.

- 5 81. (new) The method of Claim 80, wherein said parameters further comprise said second set of attractions, and wherein after said first attraction is selected for said second set of attractions in step d), said first attraction is still evaluated for a subsequent visit.
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- 15 82. (new) The method of Claim 4, wherein said data comprises actual queue information corresponding to at least one of said first set of attractions.
- 20 83. (new) The method of Claim 4, wherein a portion of said data corresponding to a first attraction of said first set of attractions is representative of at least one member of the group consisting of expected queue length, actual queue length, expected attendance, location of an entrance, location of an exit, showtime, mode of operation, routes to other attractions of said first set of attractions, routes from said other attractions, travel time to said other attractions, capacity, theoretical hourly ride capacity, holding capacity, duration, continuous running, availability, a scheduling factor, an acceptance factor, an admission requirement, an admission
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class, an admission grade, operating hours,
inoperation, and wheelchair accessibility.

5 84. (new) The method of Claim 4, wherein step b) is
 conducted over an Internet connection.

 85. (new) The method of Claim 4, wherein said computer
 comprises a user interface, and
 wherein said software is further operable to
10 perform at least a portion of step b) though
 said user interface.

 86. (new) The method of Claim 85, wherein said
 user interface comprises at least one member
15 from the group consisting of a query form,
 an HTML form, a button, a pick list, a
 checkbox, a scroll indicator, a paper form
 reader with an associated paper form, a
 touchscreen, and a display screen.

20 87. (new) A system for providing an itinerary to a party,
 said itinerary comprising a second set of attractions
 selected from a first set of attractions, said system
 comprising:

25 data regarding said first set of attractions;
 information about said party, at least a portion of
 said information distinguishing among said first
 set of attractions with respect to said data;
 a computer having access to said data and said
30 information, said computer having software
 operable to select said second set of attractions

from said first set of attractions, said second
set of attractions consisting of at least some of
said first set of attractions for which said data
substantially matches with said information;
5 a presentation means in communication with said
computer, said presentation means able to receive
said itinerary from said computer and present
said itinerary to said party,
whereby said itinerary is customized for said party.

10 88. (new) The system of Claim 87 wherein said
information comprises a preference of said party,
wherein said data distinguishes a portion of said
first set of attractions as being more desirable
15 with respect to said preference, and wherein said
software selects at least one attraction from
said portion of said first set of attractions for
said second set of attractions.

20 89. (new) The system of Claim 88 wherein said
preference is selected from the group
consisting of aversion to thrill, interest
in for thrill, aversion to getting wet,
aversion to violence, aversion to loud
25 noises, aversion to long queues, aversion to
a predetermined theme, interest in a
predetermined theme, aversion to a
predetermined cuisine, interest in a
predetermined cuisine, aversion to a
30 predetermined attraction factor, interest in
a predetermined attraction factor, preferred

meal time, preferred meal duration, and a departure time.

5 90. (new) The system of Claim 87 wherein said
information comprises an attribute of said party,
wherein said data distinguishes a portion of said
first set of attractions as being more desirable
with respect to said attribute, and wherein said
software selects at least one attraction from
10 said portion of said first set of attractions for
said second set of attractions.

15 91. (new) The system of Claim 90 wherein said
attribute is selected from the group
consisting of number of infants, number of
young children, number of elderly, number of
disabled, number of wheelchairs, minimum
height, and party size.

20 92. (new) The system of Claim 87 wherein said
information comprises an aversion attribute of
said party, wherein said data distinguishes a
portion of said first set of attractions as being
less desirable with respect to said aversion
25 attribute; and, wherein said software excludes
said portion of said first set of attractions
from said second set of attractions.

30 93. (new) The system of Claim 92 wherein said
aversion attribute of said party is selected
from the group consisting of has infants,

age, has small children, has wheelchair.

5 94. (new) The system of Claim 87 wherein said
 information comprises an aversion attribute of
 said party and a corresponding nullifying
 preference of said party, wherein said data
 distinguishes a portion of said first set of
 attractions as being less desirable with respect
10 to said aversion attribute unless said
 corresponding nullifying preference is present,
 and wherein said software selects at least one
 attraction from said portion of said first set of
 attractions for said second set of attractions.

15 95. (new) The system of Claim 94, wherein said
 aversion attribute and said corresponding
 nullifying preference are selected
 respectively as a pair from the group
 consisting of has infants and will baby
20 swap, has small children and will baby swap,
 and has wheelchair and can transfer from
 wheelchair.

25 96. (new) The system of Claim 87 wherein said
 information comprises a privilege of said party,
 wherein said data distinguishes a portion of said
 first set of attractions as being more desirable
 with respect to said privilege, and wherein said
 software selects at least one attraction from
30 said portion of said first set of attractions for
 said second set of attractions.

5 97. (new) The system of Claim 96, wherein said
 privilege is selected from the group
 consisting of premium admission, VIP status,
 auxiliary admission, graded admission, and
 express queue admission.

10 98. (new) The system of Claim 96 wherein said
 software further expends said privilege.

 99. (new) The system of Claim 96, further
 comprising a secure collection means to
 gather said privilege of said party.

15 100. (new) The system of Claim 99 wherein
 said secure collection means is
 operated by an authorized person.

20 101. (new) The system of Claim 99 further
 comprising
 a purchasing means in communication
 with said secure collection means,
 said purchasing means operable to
 allow a purchase of said
25 privilege, said purchasing means
 communicating said purchase of
 said privilege to said secure
 collection means, whereby said
30 privilege is added to said
 information.

102. (new) The system of Claim 101
wherein said purchasing means is
used by a purchaser.

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103. (new) The system of Claim 101
wherein said purchasing means
comprises a browser and a web
site, said browser having
communication with said web site.

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104. (new) The system of Claim 96 wherein said
second set of attractions provided to said
party by said presentation means further
comprises an indicium representative of said
privilege.

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105. (new) The system of Claim 104 wherein
said indicium is a barcode.

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106. (new) The system of Claim 87 wherein said
information comprises a language of preference,
and wherein said itinerary is provided to said
party in said language of preference.

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107. (new) The system of Claim 106 further
comprising a collection means to gather said
information, said collection means
interacting substantially in said language
of preference.

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5 108. (new) The system of Claim 87 wherein said data
 further comprises a scheduled time corresponding
 to a first attraction of said second set of
 attractions, wherein said software adds said
 scheduled time in association with said first
 attraction to said itinerary, and wherein said
 presentation means presents said scheduled time
 in association with said first attraction.

10 109. (new) The system of Claim 108 wherein said
 data further comprises operating hours for
 said first attraction, and said scheduled
 time falls within said operating hours.

15 110. (new) The system of Claim 108 wherein said
 scheduled time is representative of a member
 of the group consisting of recommended time,
 show time, departure time, and reservation
 time.

20 111. (new) The system of Claim 108 in which said and a
 second party are a group,
 said second party having a second itinerary
 comprising a first attraction of said first
25 set of attractions, said first attraction
 further in association with a second
 scheduled time,
 said information further representing a desire to
 regroup said group,
30 wherein said software selects said first
 attraction and a scheduled time, said

scheduled time being substantially equal to
said second scheduled time, in response to
said desire in said information,
whereby said desire to regroup is accommodated.

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112. (new) The system of Claim 87 wherein said
software further adds to said itinerary an
earlier scheduled time corresponding to a first
attraction of said second set of attractions, and
10 adds a later scheduled time corresponding to a
second attraction of said second set of
attractions, said earlier scheduled time and said
later scheduled time being selected so that said
later scheduled time is at least equal to said
15 earlier scheduled time plus a time required
between attractions.

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113. (new) The system of Claim 112 wherein said
time required between attractions is the sum
of at least one of the group consisting of
queue time for said first attraction, length
of said first attraction, start time delay
for said first attraction, and travel time
25 from said first attraction to said second
attraction.

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114. (new) The system of Claim 113 wherein
said time required between attractions
varies according to at least one
parameter selected from the group

consisting of time-of-day, day, season,
actual queue length, attendance,
historical operational data, and said
information.

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115. (new) The system of Claim 113 wherein
said queue time varies according to
said earlier time.

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116. (new) The system of Claim 113 wherein
said travel time varies according to
said later time.

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117. (new) The system of Claim 113 wherein
said information comprises an attribute
of said party, and wherein said travel
time varies according to said
attribute.

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118. (new) The system of Claim 117
wherein said attribute is selected
from the group consisting of
number of infants, number of young
children, number of elderly,
number of disabled, number of
wheelchairs, has access to
transportation, has electric cart,
is walking, is slow moving, and
party size.

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119. (new) The system of Claim 113 wherein

said information comprises an attribute of said party, and wherein said queue time varies according to said attribute.

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120. (new) The system of Claim 119 wherein said attribute is selected from the group consisting of has authentication code, has pass, has reservation, and class of party.

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121. (new) The system of Claim 113 wherein said information comprises a privilege of said party, and wherein said queue time varies according to said privilege.

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122. (new) The system of Claim 121 wherein said privilege is selected from the group consisting of an authentication code, a pass, and a reservation.

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123. (new) The system of Claim 121 wherein said software expends said privilege of said party when said first attraction is selected.

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124. (new) The system of Claim 112 wherein said time required between attractions varies according to at least one parameter selected

30

from the group consisting of time-of-day,
day, season, actual queue length,
attendance, historical operational data, and
said information.

5

125. (new) The system of Claim 87 in which said party
and a second party are a group,
said second party having a second itinerary
comprising a first attraction of said set of
10 first attractions in association with a
second scheduled time,
said information further representing a desire to
regroup said group,
wherein in step d) said software selects said
15 first attraction and a scheduled time, said
scheduled time being substantially equal
said second scheduled time, in response to
said desire in said information,
whereby said desire to regroup is accommodated.

20

126. (new) The system of Claim 87 wherein said
information comprises a third set of attractions
previously selected for said party,
wherein said software substantially excludes said
25 third set from of said second set,
whereby said second set of attractions is
substantially different from said third set.

25

127. (new) The system of Claim 126 wherein said
30 second set of attractions and said third set
are selected for different days.

30

128. (new) The system of Claim 87 wherein said
information comprises a third set of attractions
previously selected for said party, said third
5 set consisting of an already visited portion and
a remaining portion,
wherein said party forgoes said remaining portion
due to an interruption,
wherein said software selects said second set of
10 attractions as a replacement for said
remaining portion, wherein said second set
of attractions substantially excludes said
already visited portion,
whereby said interruption is overcome.

129. (new) The system of Claim 128, wherein said
interruption is selected from the group
consisting of said party is delayed, said
party is distracted, and an unavailable
20 attraction of said remaining portion is
inoperable.

130. (new) The system of Claim 87 wherein said first
set of attractions comprises a plurality of
25 attractions selected from the group consisting of
ride, show, movie, theater, restaurant, exhibit,
display, presentation, store, tour, parade,
museum, room, area, fountain, restroom, hiking
trail, picnic site, autograph session, historic
30 recreation, beach, viewpoint, photo opportunity,
lookout, fireworks display, attraction within a

district, attraction within a city, attraction within a region, attraction within a state, and attraction within a country.

5 131. (new) The system of Claim 87 further comprising:
an access control system to a first attraction of
said second set of attractions, wherein said
access control system admits said party to
said first attraction in response to at
10 least a portion of said itinerary.

132. (new) The system of Claim 131 wherein said
access control system reads said portion of
said itinerary as presented by said
15 presentation means.

133. (new) The system of Claim 132 wherein
said itinerary presented to said party
further comprises a barcode associated
20 with said first attraction, and wherein
said access control system reads said
barcode.

134. (new) The system of Claim 131 wherein said
25 access control system reads at least said
portion of said itinerary from said
computer.

135. (new) The system of Claim 131 further
30 comprising:
an identification associated with at least

5 said portion of said itinerary, said
 identification readable by said access
 control system, wherein at least said
 portion of said itinerary is
 retrievable with said identification,
 wherein said access to said first
 attraction is obtained by said party
 when said identification is presented
 to said access control system for
10 reading.

15 136. (new) The system of Claim 135 wherein
 said identification comprises an
 identification means selected from the
 group consisting of a card, an ID, a
 pass, admission media, access media, an
 authentication code, a signature,
 speech recognition, contact
 information, a phone number, a
20 transaction number, a credit card
 number, and a barcode.

25 137. (new) The system of Claim 87 wherein said
 comprises at least a first member selected from
 the group consisting of a portable computer, a
 handheld computer, a kiosk computer, a general
 purpose computer, and a desktop computer.

30 138. (new) The system of Claim 137 wherein said
 computer further comprises at least a second
 member, said second member having

communication with said first member, said second member being selected from the group consisting of a remote access system, a web server, a network of computers, and a central computer.

5

139. (new) The system of Claim 138 wherein said communication between said first member and said second member is at least partially wireless.

10

140. (new) The system of Claim 138 wherein said communication between said first member and said second member is at least partially via the Internet.

15

141. (new) The system of Claim 87 wherein said presentation means comprises a printer whereby said itinerary is presented in a printed form.

20

142. (new) The system of Claim 141 wherein said printed form is selected from the group comprising a single person pass, a pass for said party, a printed itinerary, a customized ticket book, and a self-guided tour.

25

143. (new) The system of Claim 87 wherein said presentation means comprises a display selected from the group consisting of a screen, a touchscreen, and a scrolling display.

30

144. (new) The system of Claim 87 wherein at least a portion of said itinerary is announced audibly by said presentation means.

5

145. (new) The system of Claim 87 wherein only a next attraction of said itinerary is provided at a time.

10

146. (new) The system of Claim 87 wherein only a next portion of said itinerary is provided at a time.

15

147. (new) The system of Claim 87 further comprising:
a reservation computer in communication with said
computer, said reservation computer
providing an indication whether a first
attraction is available; and
wherein said software excludes said first
attraction from said second set of
attractions when said reservation computer
indicates said first attraction is
unavailable.

20

25

148. (new) The system of Claim 147 wherein said
software provides a time to said reservation
computer, wherein said reservation computer
indicates whether said first attraction is
available at substantially said time.

30

149. (new) The system of Claim 87 wherein said data
indicates an underutilized attraction of said

first set of attractions, and wherein said software is more likely to select said underutilized attraction, whereby demand for said underutilized attraction is increased.

5

150. (new) The system of Claim 87 wherein said data indicates a first attraction of said first set of attractions, said first attraction having excessive demand, and wherein said software is less likely to select said first attraction, whereby demand for said attraction having excessive demand is moderated.

10

151. (new) The system of Claim 150 wherein said software calculates an aversion factor, said aversion factor at least partially determined by a portion of said data corresponding to said first attraction, said aversion factor distinguishing said first attraction as being less desirable than at least a portion of said first set of attractions, wherein said first attraction is excluded from selection for said second set of attractions.

15

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152. (new) The system of Claim 151 wherein said aversion factor is time interval dependent.

30

153. (new) The system of Claim 151 wherein said excessive demand is expected.

154. (new) The system of Claim 151 where
said excessive demand is centrally
managed.

5

155. (new) The system of Claim 87 further comprising
a storage accessible to said computer, at least a
portion of said itinerary corresponding to a
first attraction of said first set of
attractions being recorded in said storage
by said computer,
whereby directed demand to said first set of
attractions is centrally stored.

10

15

156. (new) The system of Claim 155 wherein said
software determines from said storage said
directed demand corresponding to said first
attraction,
wherein said data comprises an allocated
capacity corresponding to said first
attraction,
wherein said first attraction is excluded
from selection for said second set of
attractions when said directed demand
is at least equal to said allocated
capacity,
whereby said directed demand is centrally
managed.

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157. (new) The system of Claim 156 further
comprising:

5 a reservation computer having access to
 said storage, said reservation
 computer operable to accept a
 reservation for said first
 attraction, said reservation
 computer recording said
 reservation in said storage,
 whereby said reservation made parallel
 system effectively reduces said
10 allocated capacity.

158. (new) The system of Claim 87 further comprising:
 a reservation computer in communication with said
 computer,
15 wherein said software further makes a reservation
 with said reservation computer for said
 party to a first attraction of said second
 set of attractions,
 whereby said reservation for said party is
20 accessible to users of said reservation
 computer.

159. (new) The system of Claim 87 wherein said
 software applies a perturbation to a desirability
25 of a first attraction of said first set of
 attractions, said perturbation producing a
 different result for said second set,
 whereby directed demand to said first attraction
 is redistributed to mitigate at least one
30 selected from the group consisting of
 underutilization of said first attraction,

excessive demand for said first attraction,
and modes in which other parties gather.

5 160. (new) The system of Claim 87 wherein said data
further comprises a third set of messages, each
of said third set selected from the group
consisting of a marketing message, a discount
offer, and a recommendation, each of said third
10 set having corresponding conditions, each of said
third set being associated with a corresponding
first attraction of said first set of
attractions,
said software being further able to determine
whether said conditions are met,
15 said itinerary further comprising a fourth set of
messages,
wherein said software further selects said fourth
set of messages such that said fourth set
consists of at least one of said third set
20 of messages for which the corresponding
conditions are met,
wherein each of said fourth set of messages is
provided to said party in conjunction with
said itinerary;
25 whereby each of said fourth set of messages
message is available at an appropriate time.

30 161. (new) The system of Claim 160 wherein said
data further comprises a duration
corresponding to a first message of said
third set of messages,

wherein said software further selects a
scheduled time for a second attraction
of said second set of attractions, said
second attraction corresponding to said
first message, and

wherein said software calculates a gap
before said scheduled time, said first
message being selected for said fourth
set of messages only if said gap is at
least equal to said duration.

162. (new) The method of Claim 87, wherein said
software comprises a decision making routine
responsive to at least a portion of said data
corresponding to a first attraction of said first
set of attractions and at least a portion of said
information, said decision making routine
performing at least a portion of step d) with
respect to said first attraction.

163. (new) The system of Claim 87 wherein said
software comprises a utility function, said
utility function representing a value to said
party of a first attraction, said utility
function accepting parameters, said parameters
comprising a portion of said data corresponding
to said first attraction, and said parameters
further comprising said information.

164. (new) The system of Claim 163 wherein said

parameters further comprise said second set
of attractions, and

wherein after said first attraction is
selected for said second set of
attractions, said first attraction is
still evaluated for a subsequent visit.

5

165. (new) The system of Claim 87 wherein said data
comprises actual queue information corresponding
to at least one of said first set of attractions.

10

166. (new) The system of Claim 87 wherein a portion of
said data corresponding to a first attraction of
said first set of attractions is representative
of at least one member of the group consisting of
expected queue length, actual queue length,
expected attendance, location of an entrance,
location of an exit, showtime, mode of operation,
routes to other attractions of said first set of
attractions, routes from said other attractions,
travel time to said other attractions, capacity,
theoretical hourly ride capacity, holding
capacity, duration, continuous running,
availability, a scheduling factor, an acceptance
factor, an admission requirement, an admission
class, an admission grade, operating hours,
inoperation, and wheelchair accessibility.

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167. (new) The system of Claim 87 wherein said
information is gathered by said computer over an
Internet connection.

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168. (new) The system of Claim 87 wherein said
computer comprises a user interface, wherein said
software is further operable to gather at least a
portion of said information through said user
interface.

5

169. (new) The system of Claim 168 wherein said
user interface comprises at least one member
from the group consisting of a query form,
an HTML form, a button, a pick list, a
checkbox, a scroll indicator, a paper form
reader with an associated paper form, a
touchscreen, and a display screen.

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